TCNJ Business Institute
Summer 2016: June 23 - July 29

AN INTEGRATED INTENSIVE PROGRAM FOR NON-BUSINESS MAJORS WITH FOR-ACADEMIC-CREDIT AND NOT-FOR-CREDIT OPTIONS

In just 26 days, you'll gain an essential understanding of the world of business, with an unparalleled holistic approach. Earn eight credits while you learn from faculty and visiting business executives at New Jersey's top business school.
The lion’s share of the world’s economic activity takes place in an organizational or corporate context. Whether you work for a for-profit corporation or a not-for-profit organization, in an art gallery, at a lab bench, or in a lecture hall, there are fundamental reasons why organizations are structured, seek resources, develop strategies, and grow their operations in common, predictable ways. Understanding such organizational commonalities and patterns is the subject of the discipline we call Management, and that understanding can go a long way when it comes to career planning and success—no matter what your major or program of study.

That’s the goal of the TCNJ Business Institute:
To help students in non-business majors better position themselves for careers in organizational settings of any kind.
FACULTY AND CURRICULUM

The TCNJ Business Institute integrates all business disciplines in an intensive curriculum, led by the faculty of the School of Business—Bloomberg Businessweek’s #1 undergraduate business school in New Jersey—and by visiting business executives.

The curriculum incorporates project-based study, a company site-visit, and guest speakers. Skill-building workshops include data-manipulation, analysis, and report-generation skills in Excel; business writing and presentation skills; résumé preparation and differentiation; and interview techniques, including role-play with Career-Center staff. Finally, a case-study-based team project integrates business knowledge, skills, and perspectives into five holistic program themes, a different theme for each week. Here, the team chooses and strategically analyzes two very different companies for potential investment purposes, and presents findings in compelling ways to a business and non-business audience.

AT THE END OF THE FIVE WEEKS, YOU’LL BE ABLE TO:

- understand the fundamentals of accounting and finance, so you can analyze and interpret financial statements
- define the customer and the organization’s value proposition, so you can develop marketing strategies
- appreciate the role of business in society, so you can navigate the intersection between the law, ethics, and business
- understand human motivation and behavior, so you can lead and manage people and teams
- learn how manufacturing companies and service organizations operate, so you can manage for effectiveness and efficiency
- recognize the role of vision and competitive advantage, so you can develop organizational strategies for success

For an in-depth look at our five holistic themes, visit businessinstitute.tcnj.edu
HOUSING AND CAMPUS LIFE

Cited in *Princeton Review* as one of the 20 most beautiful college campuses in the country, TCNJ’s two lakes form the border of its 289-acre, tree-lined campus. Institute participants will enjoy ample on campus housing opportunities. Wired internet access is available. Recreation, laundry, computer, library, and food services on campus.

[link to housing information]

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An integrated intensive program for non-business majors

All sessions are on the TCNJ campus, with the exception of the site-visit

Fee includes:

- All instruction and materials
- Guest speakers and a site-visit
- Friday skill-building workshops: Excel, presentation, résumé, interviewing skills
- Morning and Afternoon Coffee/Beverages
- Holistic assessment of knowledge and skills learned

**For-academic-credit option:** Earn two course units, or eight credits for successful completion of all academic requirements of the Institute

INSTITUTE FEE: $5000
For-non-credit option: $4,500
Housing and meals not included

QUESTIONS? CONTACT GEORGE HEFELLE AT BI@TCNJ.EDU OR 609.771.2540